

**Media Business Authority
Board of Directors Meeting Minutes
Wednesday, March 15, 2017
(Postponed from Tuesday, March 14)**

In Attendance: Bryan Messick, Jack Cunicelli, Peter Bendistis, Courtney Rozsas, Charlene Mulholland, Frank Daly, Zubair Khan, Deborah Shipley

Absent Dan Lievens, Debbie Pitt, Christopher Dougherty, Warren Kuo, Chris Swartz, Lisa Johnson

Guests: Lenin Agudo (Widener SBDC)

Meeting called to order at 6:10pm

1. Public Comments: (Zubair Khan)

a. Lenin Agudo (Widener SBDC)- Lenin Agudo introduced himself from Widener's SBDC program and updated the board on the recent successful Focus Group that had been held at the beginning of March. He announced that 20 businesses had attended and that surveys had been collected. He explained some of the initial results from the surveys as well as details regarding further plans to work with twelve local businesses initially by offering various programs and Business Development Workshops. He also added that the experience economy was the newest trend and that helping businesses to create experiences for their customers was a goal for the SBDC.

2. Approval of Minutes (Jack Cunicelli)

a. February Minutes- The February minutes were not voted on due to the meeting being rescheduled to Wednesday because of weather. The meeting was not able to be publicly announced in the newspaper on time and therefore, no votes were made at this meeting.

3. Treasurer's Report (Debbie Pitt)-

a. Treasurer's Report- Bryan Messick announced that Debbie Pitt was busy with tax season and would not be giving a report this month.

4. Committee Reports (Zubair Khan)-

a. Peter Bendistis: Car Show- No report at this meeting.

b. Charlene Mulholland:

i. Media Preservation Committee Report- Charlene Mulholland announced that the Providence Animal Center would be the next Hometown Corner in the Town Talk.

ii. Digital Marketing Campaign Seminar Series- Nothing to report at this meeting.

iii. Christmas Committee- Nothing to report at this meeting.

iv. Merchandise Committee- Nothing to report at this meeting.

c. Bryan Messick:

v. Promotions Committee- Discussed throughout this meeting.

vi. Dining Under the Stars- There was discussion surrounding then upcoming season of Dining Under the Stars season and pricing tiers which will be voted on at the next meeting. The subject of the possibility of the MBA carrying its own insurance policy for events was also discussed.

d. Warren Kuo: Food Festival- Zubair Khan announced that Food Festival had 31 crafters signed up and 4 local businesses and 7 local restaurants as of this meeting date.

- e. **Courtney Rozsas: Media Restaurant Committee-** Courtney Rozsas requested the P & L from last year's Media Restaurant Week. She also announced that the Media Restaurant Week would be happening from April 2nd through the 8th. Zubair Khan reminded the board that restaurants still owed the MBA \$689 as money loaned for the Media Restaurant Weeks website.
- f. **Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Nothing to report at this meeting.
- g. **Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Courtney Rozsas offered to work with Instagram over the next month to try out some new tactics and see how long everything would take her to post in order to properly train someone else for the future and help the MBA to decide on what model they wanted to use for Instagram social media strategy for 2017.
- h. **Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Nothing to report at this meeting.
- i. **Frank Daly: Finance/ Christmas/ Recruitment-** Nothing to report at this meeting.
- j. **Chris Swartz: Recruitment Committee-** Nothing to report at this meeting.

5. New Business (Bryan Messick)

- a. **Right-to-Know-** Zubair Khan explained that the new Right-to Know document was being modeled off of the Borough's current document. He added that the MBA did have a right to refuse, but with reason and that the public had the right to appeal any refusals.

6. Borough Liaison Report (Lisa Johnson)

- a. **Borough Update-** No Borough updates at this meeting.

7. Executive Director's Update (Zubair Khan)

- a. **February Report-** Zubair Khan mentioned the possibility of revitalizing the billboard advertising program in 2017 at a cost of approximately \$3000 per month. Zubair Khan also discussed the MBA spending the money to fix and upgrade the banner poles. He explained if the MBA paid for the installation and new poles, they would own that space and thus be able to use the rental fee as an additional income stream.

Meeting Adjourned at 8:01pm.

Respectfully Submitted, Jack Cunicelli, MBA Secretary